



EAST AFRICA PORTS MODERNIZATION AND SECURITY

REVERSE TRADE MISSION | MARCH 13-24, 2016



Sponsorship Opportunities

About the RTM

The U.S. Trade and Development Agency (USTDA) is sponsoring the East Africa Ports Modernization and Security Reverse Trade Mission (RTM). The RTM is designed to introduce delegates from East Africa (Kenya, Tanzania, Mozambique and Djibouti) to U.S. technologies, service providers, operational best practices, financing products, and training resources. The topic areas include port development, operations and management and safety and security. The selected public and private sector delegates will tour port facilities and meet with U.S. government agencies and U.S. companies that provide port modernization and security technology and services.

Regional Background Information

East Africa is home to four of Africa's 10 busiest ports, including the Port of Mombasa in Kenya, the Port of Dar es Salaam in Tanzania, the Port of Beira in Mozambique and the Port of Djibouti. Growing volumes of cargo at all African ports has forced port authorities and operators in East African nations to expand capacity, analyze operations to increase efficiency and employ measures to allow bigger ships into their ports. The East African region has a number of projects underway to address these issues. The new Lamu Port in Kenya and the Bagamoyo Port in Tanzania are examples of how the region is preparing for its growing port capacity needs. These countries plan to improve efficiency and security at their ports through the use of new technologies and Information and Communication Technology (ICT) solutions.

Goals and Objectives

The primary goals and objectives of the RTM are to:

- Introduce senior East African executives and key supervisory agency officials to U.S. capabilities and best practices regarding port modernization and security;
- Provide an opportunity for U.S. companies to learn more about the opportunities in the East African port sector; and
- Bring together U.S. and East African stakeholders for future project collaboration and implementation.

FOR MORE INFORMATION

The RTM and site visits are organized on behalf of USTDA by The Webster Group, with technical program management provided by Cimperium LLC.

To learn more about the RTM and opportunities to participate, please visit <http://eastafricaports.twgtrademissions.com>.

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Why Sponsor?

The Business Briefing will be held on March 16, 2016 at the World Trade Center in Baltimore, MD. Sponsorship will deliver tangible marketing benefits and distinctive recognition opportunities before African decision-makers, while increasing awareness and understanding of your company among RTM participants, as well as public and private sector attendees.

PLATINUM SPONSOR | INVESTMENT: \$5,000

- Registration fee waived for eight (8) sponsor participants to attend the Business Briefing
- Eight (8) reserved VIP seats at the Business Briefing
- Company promotional materials distributed to the delegates
- Priority consideration for site visits/tours and/or meetings with the delegates
- Podium acknowledgment at the Business Briefing
- Company profile – up to one (1) page – included in materials distributed to Business Briefing participants
- Company logo included on event signage, event website and event materials
- Priority consideration for speaking opportunities at the Business Briefing
- Priority opportunity to host the delegates for dinner at a location of your choice

GOLD SPONSOR | INVESTMENT: \$2,500

- Registration fee waived for four (4) sponsor participants to attend the Business Briefing
- Four (4) reserved VIP seats at the Business Briefing
- Company promotional materials to be distributed to the delegates
- Priority consideration for site visits/tours and/or meetings with the delegates
- Podium acknowledgment at the Business Briefing
- Company profile – up to one (1) page – included in materials distributed to Business Briefing participants
- Company logo included on event signage, event website and event materials

SILVER SPONSOR | INVESTMENT: \$1,000

- Registration fee waived for two (2) sponsor participants to attend the Business Briefing
- Two (2) reserved VIP seats at the Business Briefing
- Company profile – up to half (1/2) page – included in materials distributed to Business Briefing participants
- Company logo included on event signage, event website and event materials

BRONZE SPONSORSHIP | INVESTMENT: \$500

- Registration fee waived for one (1) sponsor participant to attend the Business Briefing
- One (1) reserved VIP seat at the Business Briefing
- Company logo included on event signage, event website and event materials

About USTDA

The U.S. Trade and Development Agency helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project planning activities, pilot projects, and reverse trade missions while creating sustainable infrastructure and economic growth in partner countries.

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